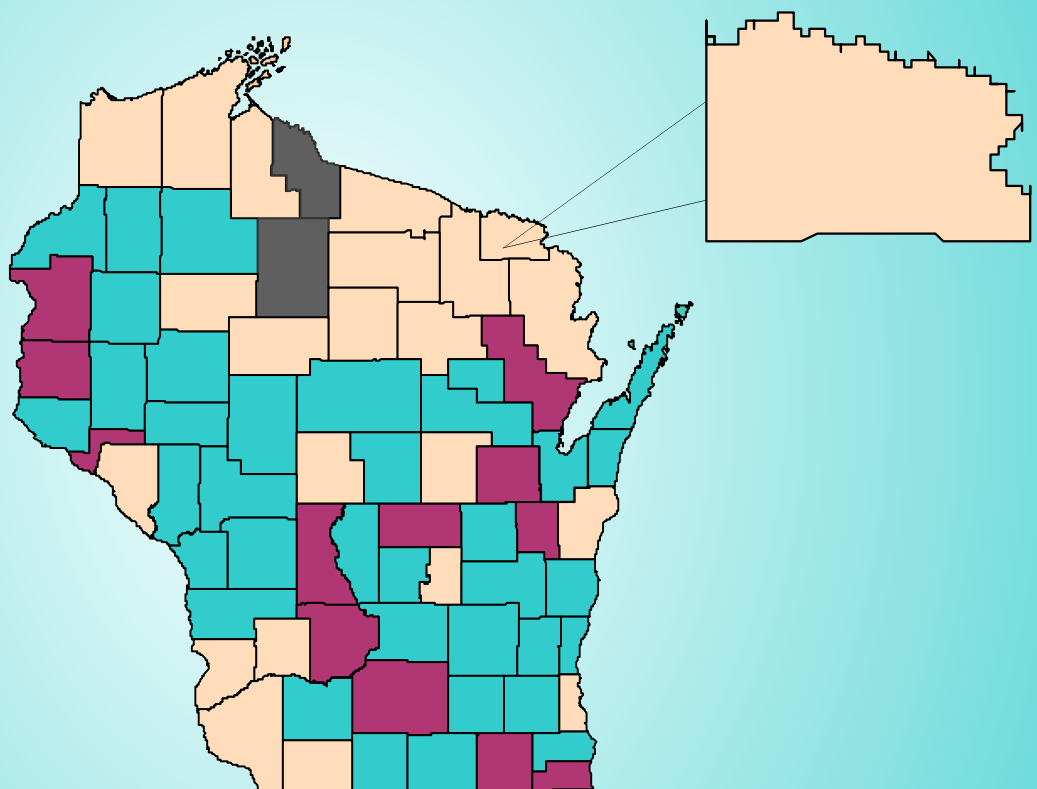


Florence County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



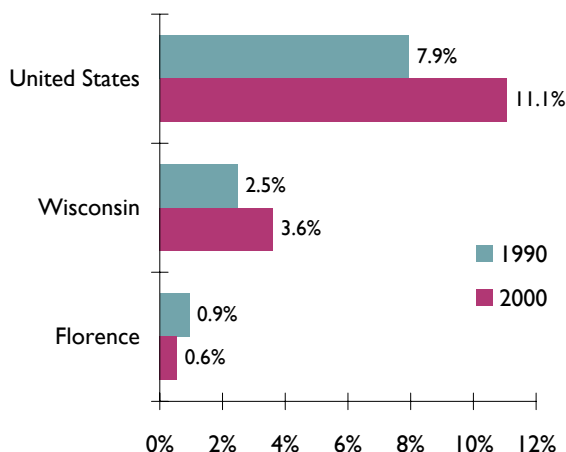
County Population

Between 1990 and 2000 the population of Florence County grew at faster rate than the State of Wisconsin, but less than the U.S. The state increased in population by 9.65 percent compared to 10.85 percent for the County. In the two years since the census, the county's population growth has continued to increase at a pace that is about mid-way between the nation's and state's growth rates. All of the county's municipalities had some growth during the last two years. While it did not have the greatest increase in numbers, the Town of Tipler had the highest growth rate at 4.4 percent since 2000. During that time, the Town of Florence had the greatest increase in residents with an increase of 44.

Unlike most areas in the state and nation, the percentage of foreign born residents in the county decreased during the last decade. During 1990 just under one percent of the population was foreign born. In 2000 this decreased to about 0.6 of a percent. During this same time both the state and nation had about a 50 percent increase in the percent of foreign born in the population.

The two sources of population growth are natural increase, which is the number of births minus the number of deaths, and net migration, which counts the number of residents moving into the county and subtracts the number moving out of the area.

Share of Foreign-born Residents

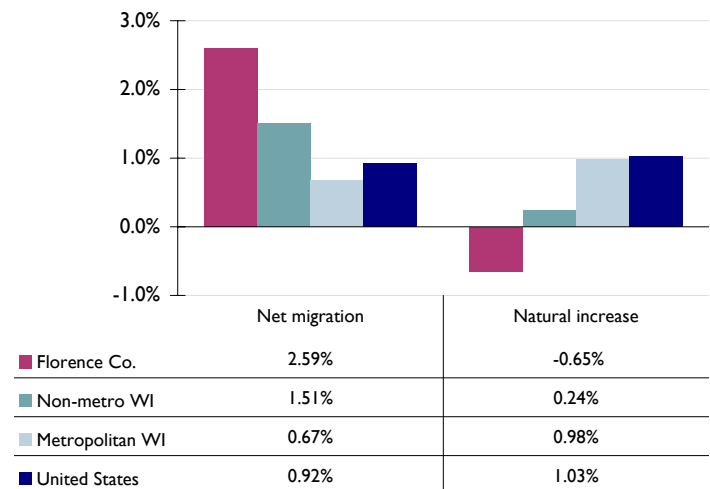


Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

Total Population

	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Florence County	5,088	5,187	1.9%
Largest Municipalities			
Florence, Town	2,319	2,363	1.9%
Aurora, Town	1,186	1,210	2.0%
Commonwealth, Town	419	423	1.0%
Homestead, Town	378	385	1.9%
Fence, Town	231	233	0.9%
Tipler, Town	205	214	4.4%
Long Lake, Town	197	202	2.5%
Fern, Town	153	157	2.6%

Net migration and natural increase



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

All of the County's growth since the census has been from people moving into the county. Immigration plays an important role in the growth of the county as a large portion of the residents in the county are past the prime age of starting a family. If the county relied on natural increase, the county's population would be decreasing. This trend is not new, but goes back to before the 1990 Census. Relying on net-migration for population

(Continued on page 2)

Florence County Workforce Profile

Population Projections by Age Groups in Florence County

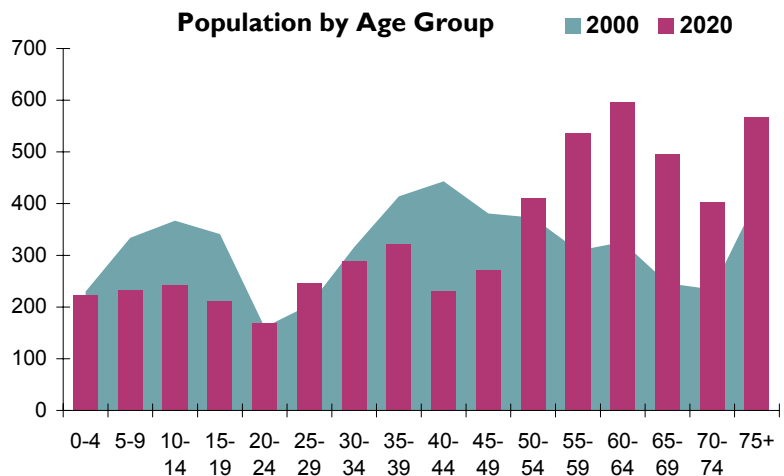
	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	120	166	203	187	88	99	157	197	243	205	183	162	161	133	123	170
Female	110	168	164	154	73	105	159	217	200	176	190	147	165	113	111	239
2005																
Male	108	136	179	192	135	96	112	172	214	257	222	196	174	163	123	195
Female	103	125	181	142	112	85	120	172	221	209	195	210	162	162	101	246
2010																
Male	111	119	143	168	137	146	109	122	188	227	281	238	212	179	152	213
Female	107	114	132	155	102	128	98	130	174	231	232	217	235	161	144	243
2015																
Male	112	119	123	132	117	147	162	117	132	197	245	298	254	217	166	242
Female	108	115	119	111	109	115	143	105	130	180	254	254	240	232	141	274
2020																
Male	114	118	123	112	91	124	161	171	126	137	212	259	317	259	201	271
Female	109	114	119	99	77	123	127	151	104	134	199	278	279	236	203	296

Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

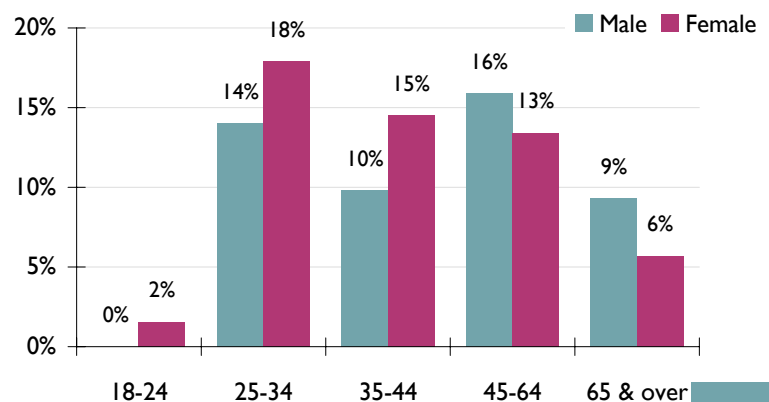
growth is happening in many of the non-metro counties in Wisconsin. On average, about 86 percent of the population growth in the non-metro counties comes from net-migration with the remainder from natural increase.

The Florence County population by age groups table indicates that sometime between 2005 and 2010 the population aged 65 to 69 will exceed the 15 to 19 year old population. At this point, it is very likely that the county's labor force will begin to decline. There will be more workers at retirement age than there will be workers entering the labor force to replace them. This may also affect businesses expanding or relocating to the area if they perceive that they will not have enough workers to fill the openings. The chart at the right shows the skew of the age demographics in the county by the year 2020. The aging factor is reflected in the median age of the County at 41.9 years. This is 6.6 years above the national average and 5.9 years more than the State.

The population under age 44 with a bachelor's degree or higher in the county reflects a state and national trend of more women completing college than men. Currently, approximately 65 percent of college graduates are women.



Percent of age group with at least a Bachelor's degree in Florence County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

The U. S. Bureau of Labor Statistics defines the labor force aged population as the sum of all employed and unemployed persons who are 16 years old and older. (People who are not working includes people who are unemployed and people who are not in the labor force. Examples of people who are not working, but who are not unemployed are retirees or people who choose not to work.)

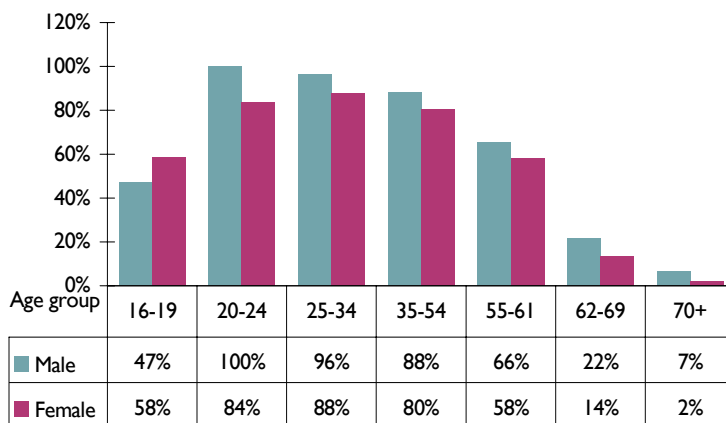
Another term used with labor force data is the *labor force participation rate*. The participation rate is the percent of the labor force aged population in the county that is actually connected to the labor force either by working or unemployed and looking for work. The participation rate gives some indication on the utilization of the available pool of workers and also the potential to draw additional workers into the labor force for business growth. Wisconsin has been among the five states with the highest participation rates in the nation for over a decade now. About 73 percent of the state's labor force aged population is in the labor force. This compares to 66.9 percent for the nation. The participation rate in Florence County is well below the state average at 44.2 percent. The low participation rate may be due in part to a higher percentage of self-employed that are not being picked up in the count as well as a higher than average percent of the population above the age of 60.

The participation rate varies during the time of year as well as from year to year. This is due to changes in the seasonal economic cycle in the area as well as what is happening in the state and national overall business cycles. It also varies by age and gender. Participation in the labor force is usually lower in the early years as many in this population group are still attending school on a full-time basis. However, participation increases in peoples' early twenties and will normally peak between the ages of 25 and 54.

The participation rate for women has increased tremendously during the last half century when less than 50 percent of women were in the labor force

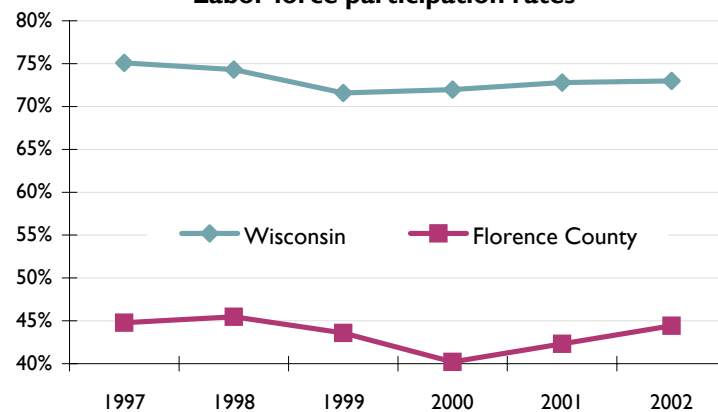
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Florence Labor Force Participation by Age & Sex in 2000



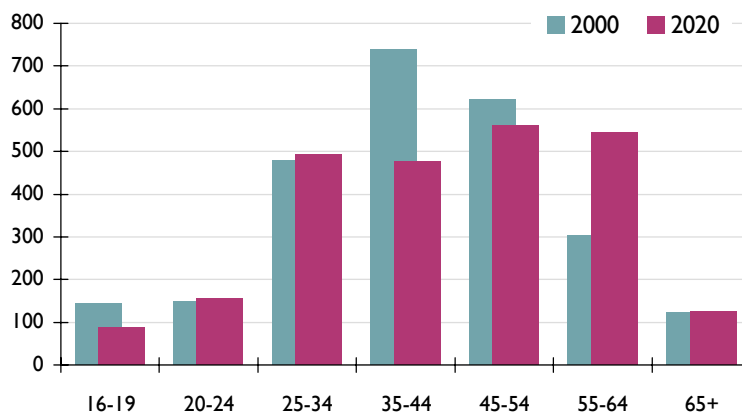
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Florence County



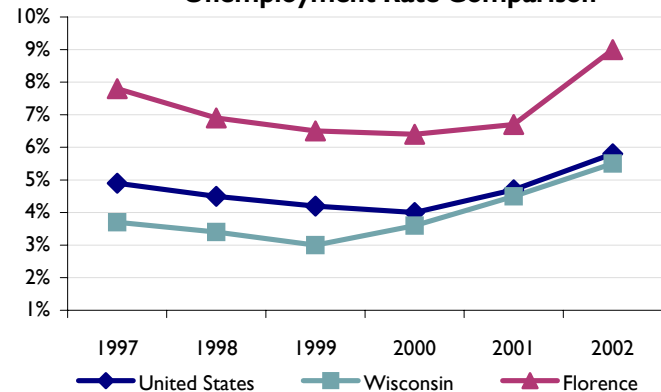
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Florence County Workforce Profile

to now where their participation is nearly equal to men. While the percent of women in the labor force follows the same basic trends as men, it remains slightly below men's in all of the age groups.

The county's labor force, employment and unemployment patterns have followed the state and nation during the last five years. However, the county has traditionally had a higher unemployment rate than either of them.

Unemployment Rate Comparison



Florence County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	1,724	1,770	1,710	1,627	1,728	1,817
Employed	1,590	1,647	1,598	1,523	1,613	1,653
Unemployed	134	123	112	104	115	164
Unemployment Rate	7.8%	6.9%	6.5%	6.4%	6.7%	9.0%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Most of the fastest growing jobs in the region require either an associate or bachelor's degree. This is quite different than the jobs that expect the most openings in an area. The two lists are quite different in the wages, training requirements.

Although there are fewer opportunities for the fastest growing occupations, they offer substantially higher wages in the area, and for the most part are very transportable to other regions of the state and country.

Many of the fastest growing occupations have a smaller base of positions in the area, so small growth will be a large percentage of the field, while most of the occupations with most openings are already occupations with a large number of jobs in the area, so it is more difficult to maintain a high growth rate. One other major difference between the two lists is that the fastest growth measures only newly created positions, while the list with most openings contains both newly created openings as well as openings created by workers leaving the occupations.

Bay Area Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$20.38
	Computer Soft Engrns Systms Soft	Bachelor's degree	\$23.35
	Network Systms/Data Comm Anal	Bachelor's degree	\$23.81
	Network/Computer Systems Admin	Bachelor's degree	\$22.13
	Computer Software Engrns Apps	Bachelor's degree	\$26.61
	Database Administrators	Bachelor's degree	\$21.75
	Personal and Home Care Aides	1-month or less training	\$8.44
	Medical Assts	1-12 mo. on-the-job training	\$11.51
	Medical Records/Health Info Techs	Associate degree	\$11.62
	Gaming Services Wrkrs	Postsecondary voc. trng	NA
Most Openings	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.38
	Cashiers	1-month or less training	\$7.50
	Retail Salespersons	1-month or less training	\$10.27
	Waiters/Waitresses	1-month or less training	\$7.11
	Registered Nurses	Bachelor's degree	\$21.98
	Customer Service Reps	1-12 mo. on-the-job training	\$14.56
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$17.61
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.64
	Office Clerks/General	1-month or less training	\$10.53
	Stock Clerks/Order Fillers	1-month or less training	\$11.33

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001
Bay Area WDA includes Brown, Door, Florence, Kewaunee, Manitowoc, Marinette, Menominee, Oconto, Shawano, and Sheboygan counties.

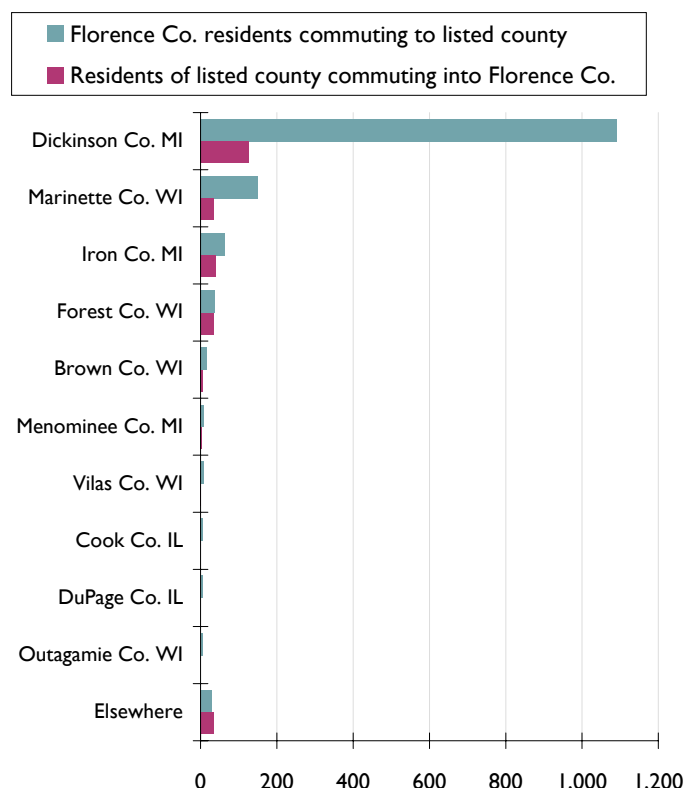
Source: WI DWD, Bureau of Workforce Information, 2002

County Commuting Patterns

One area that the census examines is where the population is employed. Not all of the residents in the county work in the county and the reverse is true, not every job is filled by a county resident. Some residents work in neighboring counties. In many cases, cities and villages cross county borders which may mean going across a street or river into

another county, while in other instances the workers may commute many miles to their place of employment in their same county of residence.

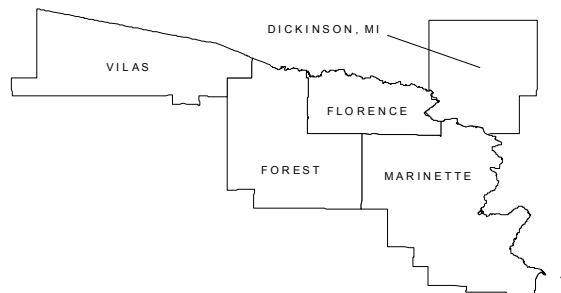
Usually the major exchanges of workers with other counties is between bordering counties as is the case in Florence County. Most workers entering and leaving the county for work travel to neighboring counties in Michigan or down to neighboring Marinette County.



Florence County is a net exporter of workers. Just over 1,400 workers leave the county for work on a regular basis, while a little less than 300 enter the county for work. This creates a net loss of 1,100 workers. The primary beneficiary of this exchange in Dickinson County, Michigan with a net gain of 963 workers from Florence. A distant second is Marinette County to the south, where Florence loses another 115 workers.

	Florence Co. residents commuting to listed county	Residents of listed county commuting into Florence Co.	Net gain or loss of workers
Dickinson Co. MI	1,091	128	-963
Marinette Co. WI	151	36	-115
Iron Co. MI	64	41	-23
Forest Co. WI	39	34	-5
Brown Co. WI	16	6	-10
Menominee Co. MI	9	4	-5
Vilas Co. WI	9	2	-7
Cook Co. IL	6	not avail.	not avail.
DuPage Co. IL	5	not avail.	not avail.
Outagamie Co. WI	5	not avail.	not avail.
Elsewhere	31	36	5

Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files



Industry Employment -

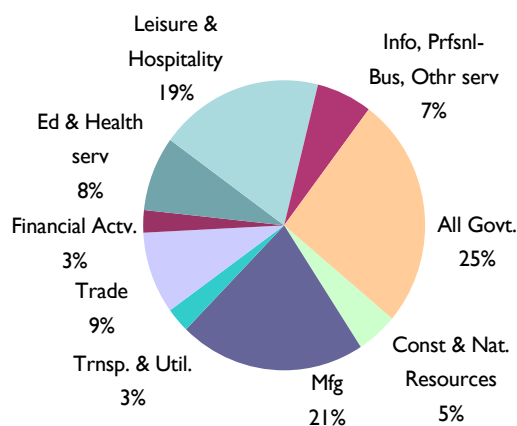
Introducing NAICS (North American Industry Classification System)

Starting in January 2003, employment data has been based on NAICS rather than SIC. Most labor market users are quite familiar with the SIC (Standard Industrial Classification) system. The SIC system was developed in the 1930's as a measure of the nation's economy. The system has been revised nearly every ten years since that time, but it is still closely tied to manufacturing industries, as manufacturing represented nearly 50 percent of the economy then. The old SIC system not only emphasized manufacturing, but was also based on ownership rather than

output. If a manufacturer owned a store, it might be included with manufacturing employment rather than retail trade.

Since the inception of the SIC system, the nation's economic base has changed from manufacturing to services-based. Less than 12 percent of the nation's nonfarm wage and salary employees are working for a business involved in the manufacturing process. Florence County has 21 percent of its employment in manufacturing. This exceeds the state average of 19 percent and the national average.

Florence County Industry Distribution: 2002



With the change in the classification system, there is not a direct crossover to make a simple comparison with previous years' data. The table below shows an approximation of the difference in the classification systems. The new system places a stronger emphasis on the service sectors, which have been growing faster than the goods producing sectors during the last 30 years. This should provide planners and counselors better and more timely information on changes that have occurred in the community and to project future change.

Of significance are the creation of new sectors of the information industry and the leisure and hospi-

(Continued on page 7)

2002 Industry Employment in Florence County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	58	5%	Construction & Mining	4%
Manufacturing	258	21%	Manufacturing	22%
Transportation, warehousing & utilities	35	3%	Transportation, utilities & communication	3%
Trade (wholesale & retail)	110	9%	Wholesale trade	2%
			Retail trade	27%
Financial activities	33	3%	Finance, insurance & real estate	2%
Information, professional & business services, other services	80	7%	Services & misc (incl. agr, forestry, fishing)	14%
Education and health services	100	8%	Government	26%
Leisure & hospitality	229	19%		
Government	313	26%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

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tality industry. These and other service sector jobs have shown more growth nationally and locally. The additional data should be helpful in an area such as Florence County. Many of the positions in the service industries are professional jobs, and will require a higher percentage of college educated workers.

Although the prominence of manufacturing has declined in the state and nation in recent years, it is still important in county employment. The data below lists the top ten employment industries in the county of which 2 are in manufacturing. The bottom the table lists the ten largest employers in the county. Three of these are manufacturers.

Top 10 Industry Groups in Florence County

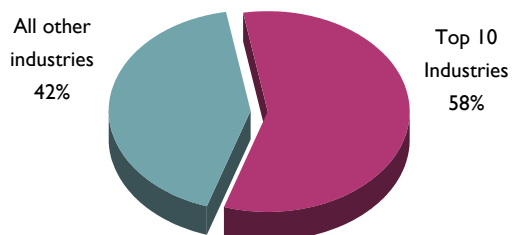
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Wood Product Manufacturing	5	207	*
Food Services and Drinking Places	20	198	-16
Educational Services	*	*	*
Executive, Legislative, & Gen Government	8	127	2
Nursing and Residential Care Facilities	*	*	*
Fabricated Metal Product Manufacturing	3	64	*
Food And Beverage Stores	6	55	8
Truck Transportation	6	31	-5
Administration of Environmental Programs	*	*	*
Administrative and Support Services	5	19	2

*data suppressed to maintain confidentiality

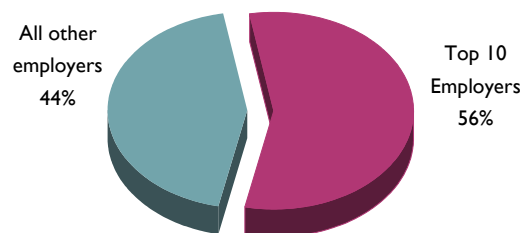
Top 10 Employers in Florence County

Company	Product or Service	Size
Pride Mfg. Co. LLC	All other misc. wood product manufacturing	100-249
Florence Public School	Elementary & secondary schools	100-249
County of Florence	Executive & legislative offices, combined	50-99
Beverly Health & Rehabilitation	Nursing care facilities	50-99
Koller Industries, Inc.	Electroplating, plating, polishing, anodizing, and coloring	20-49
Aurora Liquors, Inc.	Full-service restaurants	20-49
Pine River Lumber Co. Ltd.	Sawmills	20-49
Dck Enterprises, Inc.	Drinking places (alcoholic beverages)	20-49
Bartoletti's, Inc.	Drinking places (alcoholic beverages)	20-49
El Capitán, Inc.	Full-service restaurants	20-49

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Florence County Workforce Profile

The average annual wages by industry division is lower than the state average in every category. Some categories have been suppressed due to a small number of employers in the group and confidentiality issues.

Wages are generally lower in rural areas, especially if they are well removed from the larger metro areas in the state. The state average also reflects the wages from the metro areas, which has the largest share of employment in the state and pulls the average up.

Average Annual Wage by Industry Division in 2002

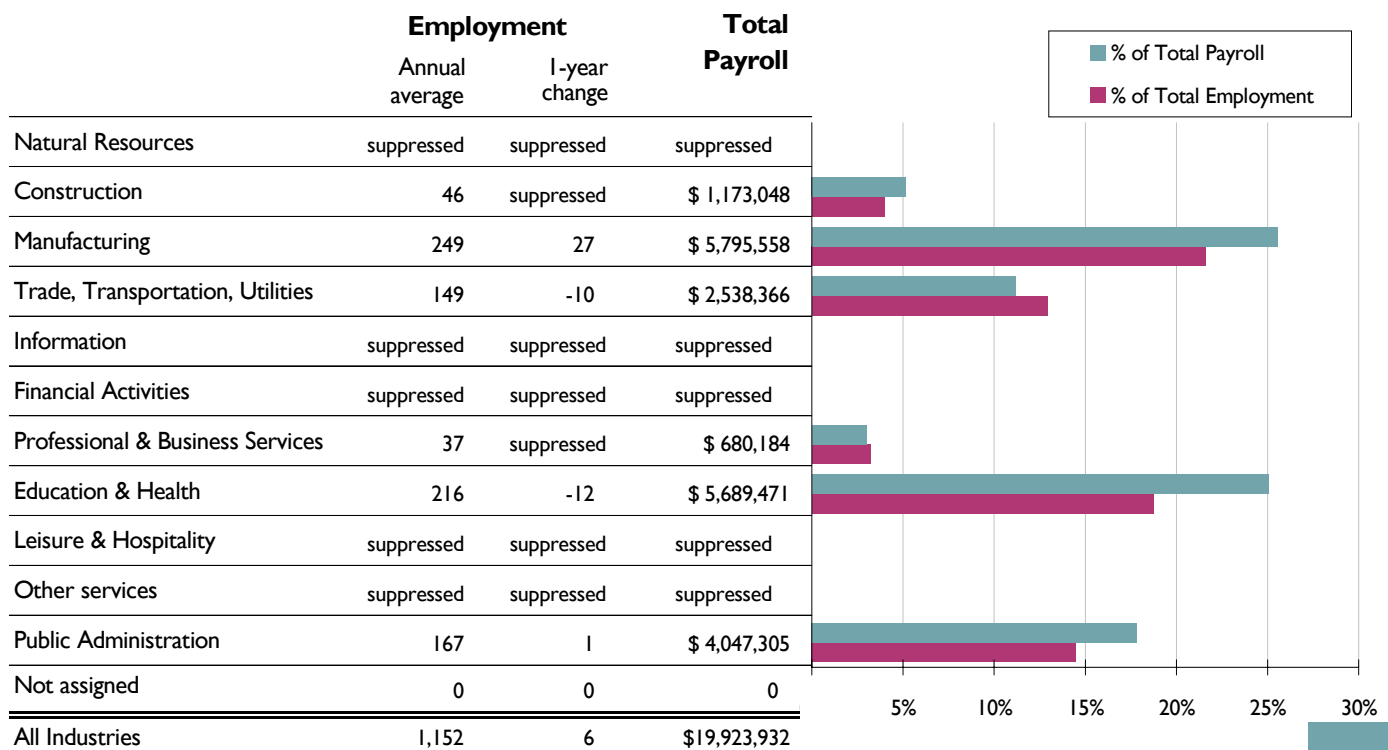
	Average Annual Wage		Percent of	I-year
	Wisconsin	Florence County	Wisconsin	% change
All Industries	\$ 32,422	\$ 19,694	61%	3.6%
Natural resources	\$ 25,481	suppressed	suppressed	suppressed
Construction	\$ 39,649	\$ 25,501	64%	Not avail.
Manufacturing	\$ 40,584	\$ 23,275	57%	-7.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 17,036	60%	4.0%
Information	\$ 38,871	suppressed	suppressed	suppressed
Financial activities	\$ 40,337	suppressed	suppressed	suppressed
Professional & Business Services	\$ 36,324	\$ 18,383	51%	Not avail.
Education & Health	\$ 33,768	\$ 26,340	78%	14.1%
Leisure & Hospitality	\$ 11,837	suppressed	suppressed	suppressed
Other services	\$ 19,500	suppressed	suppressed	suppressed
Public Administration	\$ 33,769	\$ 24,235	72%	8.2%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

The county is different than the state in another way. Manufacturing is not one of the highest paid industry sectors in Florence County; it ranks fourth highest. Although it ranks fourth in average annual wages, it provides the greatest share of total wages to workers in the county of all of the industry groups. This is pri-

marily because the industry has the largest number of workers of all of the industries. Another important industry is the education and health industry. It has the second highest employment in the county, highest average annual pay and pays 25 percent of the county's total wages earned.

2002 Employment and Wage Distribution by Industry in Florence County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Per capita personal income (PCPI) includes income from wages and self-employment, assets (dividends, interest, rent) and transfer payments (social security, insurance, welfare, pensions) divided by mid-year total population estimates.

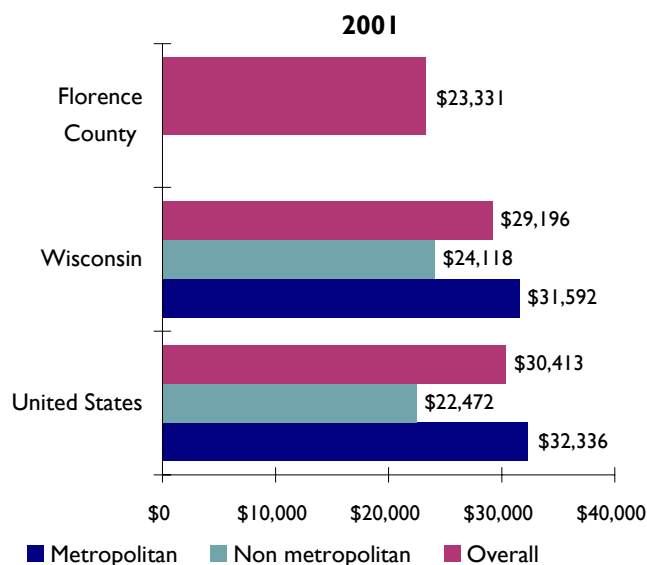
Like the state and nation, the majority of PCPI in Florence County comes from net earnings, with smaller percentages coming from dividends, interests payments and transfer payments. The percent from net earnings is lower than the state and na-

tional average. This is offset with a higher percentage coming from the other two sources. This may be a result of an older population that receives pension and other benefits.

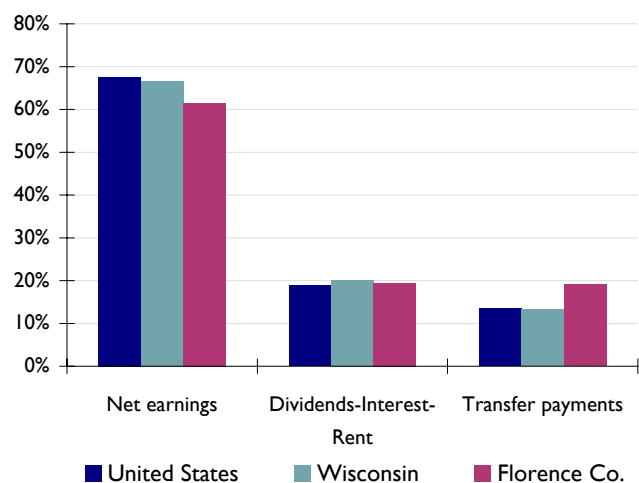
PCPI in the county was \$23,331. This was below the state level of \$29,196 and that of the nation. The growth rate for the county's PCPI over the last year was nearly double the state and nation, and has increased faster over the last five years.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Florence County	\$17,693	\$18,541	\$19,722	\$20,737	\$22,157	\$23,331	5.3%	31.9%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

Profile author:

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